

If You Have Visited Cohen's You Will Understand Why



The March of the Toys

Companies, battalions, regiments—soldiers, sailors, white men, red men, Jap and Chinese; thousands of little Miss Dollies and Mr. Dollies, and piles of trains and games all crowding into Toyland—and on Monday morning they will be all in place, ready and eager for playmates.

Bring the children to Toyland and give them a free ride on the Merry-Go-Round; seats three children. There can be no more sensible gift; outdoor exercise; easily operated; runs on track. Specially low priced, **\$22.50**

Homes Wanted For These Dolls

There is scarcely another gift which will be prized more highly by the child than a Doll. Certainly there's something near human about a doll that is not present in another toy. The child imagination will endow the doll with life itself. Dolls of all kinds and sizes in Toyland to-morrow at special small prices.

JOINTED DOLLS WITH LIGHT AND DARK HAIR: \$1.99 ones.78c
\$1.50 Bisque Dolls, jointed, 28 inches tall. . . \$1.00
75c JOINTED DOLLS, dark and light hair; goes to sleep; 75c value.40c
A SPECIAL LOT of Dressed Dolls will be sold Monday for35c
DRESSED BOY DOLLS. \$1.00
DRESSED DOLLS, in evening and street costumes, with hats to match. \$1.25
CHARACTER DOLLS, boys and girls. \$1.00
OTHER DRESSED DOLLS up to \$0.50
75c CHARACTER INFANT DOLLS.50c
PEEK-A-BOO CHARACTER DOLLS. \$1.00
OTHER DOLLS, \$3.75, \$5.00. \$8.00

Umbrellas For Gifts

For men, women and children, in large assortments to choose from. All are attractively underpriced for Monday selling.

SPECIAL LOT of women's Silk Umbrellas, ebony or mission, with heavy sterling silver caps. \$1.75
PURE TAFETA SILK, 26-inch Umbrellas, for women or men, with pure silk cases and tassels; \$3.50 value. \$1.98
THE USUAL BEST \$1.00 rain proof Umbrellas, with silver trimmed handles, for. . . 78c
MEN'S UNION TAFETA 28-inch Silk Umbrellas, with Prince of Wales and crook handles. \$1.25
ALL-SILK UMBRELLAS, 12 inches, long Filagree pure sterling silver handle; pure silk cases and double tassels; \$7.50 value. . . \$5.95
GOLD-TRIMMED HANDLE SILK Umbrellas; \$3.50 and \$3.00 value, special. . . \$1.98
PURE SILK UMBRELLAS, in colors, green, navy, cardinal, with silk cases. . . \$2.25
Main Floor.

Little Needs For Little Tots

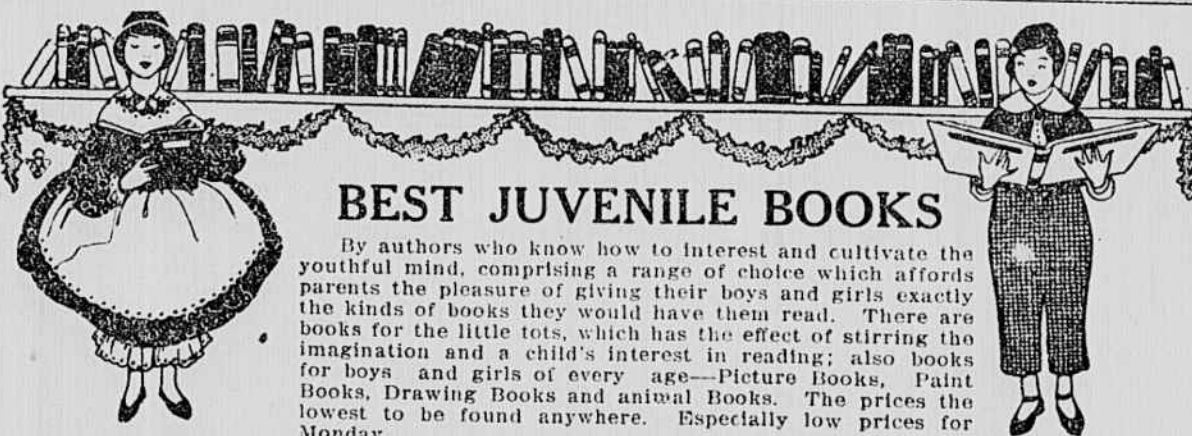
Children's Outing Skirts or drawers of striped heavy outing, on sale. 10c
Baby Kimonos, of pink, blue or white; daisy cloth, silk edged and silk ribbons. 21c
Children's Bath Robes, pink, blue, lavender, cord and tassel waist and neck. 99c
Second Floor.

Bath Robes and Smoking Jackets

Any one of them would make exceptionally handsome presents. Here you will find a splendid assortment to choose from.

Bath Robes, all generously cut from large blankets; heavy cord and tassel; designs and colorings are all in good taste; also a fine assortment of Terry Cloth Bath Robes. Prices \$2.96, \$3.44 up to \$8.00 each. Special for Monday, \$7.96 Blanket Bath Robes. \$5.94

Smoking Jackets; dapper models of plaid back materials, with novel roll collars and cuffs and trimmed pockets; \$6.50 value Monday. \$5.00
Main Floor—Just at the Door.



BEST JUVENILE BOOKS

By authors who know how to interest and cultivate the youthful mind, comprising a range of choice which affords parents the pleasure of giving their boys and girls exactly the kinds of books they would have them read. There are books for the little tots, which has the effect of stirring the imagination and a child's interest in reading; also books for boys and girls of every age—Picture Books, Paint Books, Drawing Books and animal Books. The prices the lowest to be found anywhere. Especially low prices for Monday.

Mothers Will Rejoice

These attractive price reductions on children's coats will help her give her boy or girl a coat for Christmas. The coats are the best even seen at the regular original prices.

Chinchilla Coats, sold up to \$6.50; navy, gray or brown. Special for Monday. \$3.98
Corduroy Coats, navy and brown; \$3.98 ones Monday for. \$2.50
Cloth Coats, small sizes; were \$3, Monday. \$1.90
Second Floor.

The store is enjoying a most successful Christmas season. Stocks are full, assortments are complete and prices are reasonable. To these facts are coupled *that abiding confidence the public has in Cohen's*. These potent factors are responsible for the wonderful season's selling.

Come to Cohen's and Do Your Christmas Shopping With Pleasure and Satisfaction

Hundreds of Lucky Garment Customers To the Lucky Coat and Suit Purchase

When has any one ever seen such beautiful garments at such belittled prices? The wonder is that any one garment remains unsold any one day of its arrival. We are sure not a single one would remain here could they be seen, even by those indifferent in want. We predict that the first cold spell will end the sale at such ridiculous prices. We can only sell at a profit of what we can buy perhaps. The lowest legitimate prices, not as they are sold now by us. There is every sort of garment here.

\$12.50 Coats, \$6.95

Boucle and Chinchilla Coats, in all of the very newest styles of the season, with both Mandarin and set-in sleeves; some plush-trimmed coats that sold to \$12.50 for. . . \$6.95

\$15 & \$17.50 Coats, \$9.50

Coats of Boucle and astrakhan, some lined throughout with guaranteed satin, 48 inches, cutaway fancy models; these coats sold for \$15.00 and \$17.50, for. . . \$9.50

\$20 & \$22.50 Coats, \$12.50

Astrakhan, Boucle and Broadcloth Coats, several very good models to select from; lined throughout with satin and the very best shades of the season; coats that really. . . \$12.50
sold for \$20 and \$22.50, Monday.

\$12.00 Suits, \$3.98

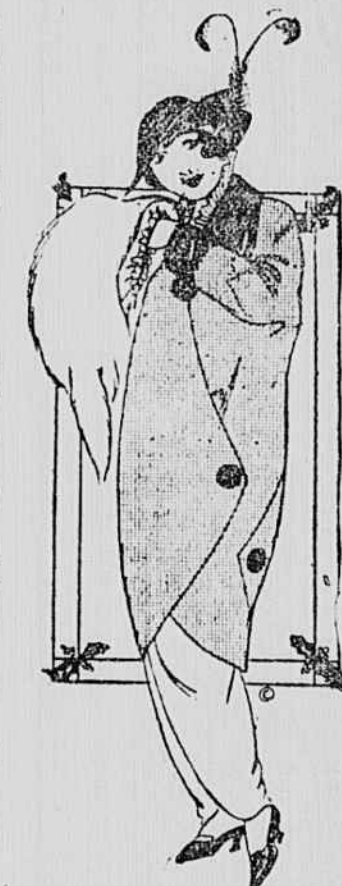
All-Wool Brown and Gray Mixture Suits, well tailored, half belted cutaway coat and tucked back skirt; suits that sold and are. . . \$3.98
good value for \$12.00; Monday.

\$15 and \$17.50 Suits, \$9.50

Suits of all-wool fancy diagonal mixtures and wide wale material, in all the wanted shades; suits that were to \$15.00 and \$17.50, \$9.50 for. . . \$9.50

\$37.50 & \$40 Suits, \$20.00

Suits of the very best quality broadcloth, novelty effects, Minaret and draped skirts, fur trimmed; these suits sell regularly for \$37.50 and \$40; choice on Monday only. . . \$20.00
Second Floor.



Eleven Hundred Pieces of Marabou at Half Price

Our Paris buyer had a chance to buy them at just one-half their regular least price. Bought them without our order. Both you and ourselves will appreciate the purchase when you see the price marks. Nothing more useful, comfortable or lasting than these feathery and becoming additions to dress for all seasons of the cold and cool part of the year. Each piece made up in this season's style, and come from one of the best makers in France. Here are a few of the comparative prices as dropped from the usual.

Marabou Cape Collars, black or natural, full large cape shape, with chenille tassels. . . \$2.98
ends; \$5 value for. . . \$2.98
\$7.00 Marabou Muffs, large flat shape, natural feather, . . . \$5.00
for only. . . \$5.00
\$7.50 Marabou Capes, with ostrich combination, black and natural, only. . . \$5.00
\$2.50 Marabou Capes, with large collar shape, for only. . . \$5.98
\$10 Marabou Capes, special for. . . \$7.75
\$4.00 Marabou Boas, 5 strands wide, 2 yards long, for only. . . \$2.98
\$6.75 Marabou Boas, black or natural for. . . \$4.50
Main Floor.

The Prettiest Shirtwaist Ever Produced

That is one part of the glory of the Cohen's Christmas Store. One can hardly realize that the fashion of so many years' idealistic shirtwaist art could meet with such great reform in their construction. To see them is to buy, and the prices are now moderate.

Beautiful Lace Waist, with chiffon rose bud underlain, with shirred ribbons and a fall of lace neck and front. . . \$3.50
at. . . \$3.50
Shadow Lace Waist, ribbon and fur trimmed, lined with fine wash net; \$5.00 value, Monday. . . \$3.98
day for. . . \$3.98
Second Floor.

Ladies' Neckwear In Taste and Quantities

This house has always been recognized as the Neckwear house of Richmond, and every novel style finds its way here. The influence of Paris governs the exhibit. JUST NOW THERE ARE THOUSANDS TO CHOOSE FROM. What woman can get along without such that will lend the finished charm to good and tasty dress for the various occasions.

Late arrivals, new pretty styles, all boxed, 25c and. . . 50c
White Chiffon and Silk Crepe de Chine Hemstitched Collars. . . 50c
Fichu Collars, pretty new shape of net with lace combination. . . 50c
Main Floor.



In the Handkerchief World

Handkerchiefs! Handkerchiefs! Plain White Handkerchiefs, Colored Border Handkerchiefs, Initial Handkerchiefs, Lace Handkerchiefs, Embroidered Handkerchiefs, Silk Handkerchiefs—every kind of Handkerchief you ever saw and hundreds that you never thought of. Who would think of selecting Handkerchiefs elsewhere—but at Cohen's!

OVER 300 DOZEN Women's Swiss Embroidered Handkerchiefs just opened. These come direct from St. Gall, Switzerland; you can pick 17c and 25c quality from this lot, at. . . 12 1/2c each. . . 12 1/2c
Men's Pure Irish Linen Hemstitched Handkerchiefs, 12 1/2c value, each. . . 12 1/2c
16 1/2c value, each. . . 12 1/2c
Women's Initial Handkerchiefs, 1/2 doz. in box. . . 29c
Children's Fancy Boxed Handkerchiefs. . . 15c
Women's Sheer Shamrock, very fine lawn embroidered Handkerchiefs; 12 1/2c ones. . . 9c
The New Long Colored Initial Handkerchiefs; 1/2 dozen to the box. Special. . . 50c
Men's Initial Handkerchiefs, 12 1/2c values; this special lot 3 for 25c, each. . . 9c
Women's and Men's Initial and Embroidered Handkerchiefs, or plain fine sheer lawn ones, for. . . 5c
Main Floor.

The Most Attractive of Gifts Are On the Third Floor

Gas and Electric Fixtures, a large assortment for dining-room, parlor and other rooms; specially low priced now; installed without extra charge.

Chaffing Dishes and Coffee Machines, in copper or nickel, ranging in prices from. . . \$4.95
\$13.50 down to. . . \$4.95
5 o'Clock Tea Kettle, in brass or copper, with stand and alcohol burner, \$5 down to. . . \$2.00
Carving Sets, best steel blades, ivory or sterling silver handles, sets \$0.75 down to. . . \$2.00
Dinner Gongs and Chimes, a large assortment in quaint designs; sweet, soft silver tones—Now. . . \$1.00 to \$10
Were. . . \$2.50 to \$25
Dinner Sets, 100 pieces, full service for 12 people; American porcelain dinner sets. . . \$7.95
\$21.00 down to. . . \$7.95
Hache French China Dinner Sets. . . \$16.98
Theodore Haviland Dinner Sets, \$150 down to. . . \$49.00
English Bone China Salad Sets, \$12 down to. . . \$7.50
English Bone China Punch Bowls, \$12 down to. . . \$7.50
Chocolate Sets, Chocolate Pot and six Cups and Saucers. . . 98c
German China, at per set. . . 98c
Hand Painted Nippon China Sets, \$10.00 down to. . . \$1.75
Fine Austrian China, per set. . . \$3.00
Tea Sets, Tea Pot, Sugar Bowl, Cream Pitcher and six Saucers; hand-painted Nippon China; \$4.00 value. . . \$2.95
Vases, Austrian and hand-painted Nippon China, beautiful designs, \$15 down to. . . 50c

Artistic Jewelry

Make ideal gifts. The daily companionship tends to prolong the thought of the recipient towards the giver. Many valuable suggestions for shoppers here on Monday.

Lockets, gold filled for \$1.00 and \$1.50.
Lockets on Chains, gold filled; special priced at \$1.48.
Watch Fobs, gold filled, for \$1, \$1.98, \$2.00, \$3.50.
The Celebrated W. B. 10-karat Gold Top Bar Pins, Cuff Pins, Veil Pins, Brooches, each guaranteed for five years; choice for 25c and 50c.
Gold Filled Jewelry, another choice lot, consisting of Bar Pins, Veil Pins, Cuff Pins, La Vallieres, Brooches, etc., each, 50c.
Cameo Brooches, gold filled, for \$1.98, \$3.50 and \$3.98.
Gold Filled Cameo La Vallieres for \$3.98 and \$5.00.
2,500 Pieces of Gold Jewelry, consisting of Bar Pins, Veil Pins, Cuff Pins, Brooches, and many other pretty articles for 25c.
Main Floor.

SOLID GOLD JEWELRY

The first selection of the best makers priced at department store low prices save you money by coming to Cohen's for choice Jewelry selections.

Cuff Buttons for \$1.00 a pair.
Cuff Buttons for \$3.98 to \$5.98.
Cuff Buttons for \$1.50, \$2.50 to \$2.98.
A complete line of Solid Gold Rings, including birthstone rings, for \$3.98, \$4.98, \$6.98 to \$22.50.
La Vallieres, a beautiful line, from \$3.98 to \$25.00.
Crosses for \$1.00 to \$7.00.
Cameo Brooches; prices begin at \$5.00 to \$35.00.
Card Cases and Vanity Boxes Combined, from \$12.50 to \$15.00. Earrings for \$2.00 a pair.
Cuff Pins from \$1.00 to \$4.45.
Lockets and Chains from \$7.50 to \$18.50.
Main Floor.
All Silver Sets purchased now engraved free of charge.

Pure, Fresh Candy

New shipments, large assortments, perfectly pure candies. Undoubtedly the place to buy candies is at Cohen's. Those who once try it always come again.

Marabelle Cherries, just celebrated for their perfect goodness; special price box. . . 29c
Assorted Chocolate Candies, a really good 40c a pound quality, on Monday, lb. . . 29c
Ribbon Peppermint Candy, in 1-pound boxes, a box, 20c only. . . 20c
Assorted Chocolates, in 5-pound boxes, the usual 25c lb. quality, box 5 lbs. . . \$1.00
Mary Garden Candy, fine assorted chocolates, box, \$1, \$2.00 and. . . \$3.00
Hard Candy, many different kinds to select from, lb. only 10c and. . . 12c
Crystallized Fruits and Cherries, pound. . . 45c
Crystallized Pineapple, real good, pound. . . 39c
Main Floor.

Sterling Silver Novelties

Coin Boxes for Monday only. . . \$1.50
Vanity Cases, a beautiful line, from \$12.50 up to \$25.00. . . \$25.00
Vanity Boxes and Rouge Boxes for. . . \$2.75
Card Cases, Monday. . . \$8.39
from \$6.98 to. . . \$8.39
Main Floor.

